



October 15, 2010

Chairman Julius Genachowski
Commissioner Michael J. Coops
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission (FCC)
445 12th Street SW
Washington, DC 20554

Re: WC Docket No. 10-188

Dear FCC Chairman and Commissioners:

Women Impacting Public Policy, Inc. (WIPP) is a national nonpartisan organization comprised of half a million women business owners as members and representing 51 national Women in Business groups. We are a nonprofit organization that advocates for and on behalf of women in business.

It is our view that any regulations resulting in restricted bandwidth will be harmful to small businesses that depend on the Internet for their business needs. Women business owners report that Internet Service Provider (ISPs) should have the responsibility to manage Internet traffic. In addition, ISPs should offer tiered service plans so that small businesses will have the ability to choose service options.

There are 10.4 million privately held women-owned businesses, across every industry sector of the United States. The growth trend of women-owned firms of 11% since 2008 underscores the important role we play in our nation's economy. Women-owned businesses employ 12.8 million people and generate \$1.9 trillion in annual revenues.

According to the 2010 Annual WIPP Survey, composed of WIPP members, when asked about regulation of internet traffic, more than half of the women business owner respondents preferred to see the private sector and government work together. In addition two-thirds of survey respondents believe that network providers should be able to manage their own network traffic. Also, seventy-seven (77) percent of respondents think the government should encourage private sector investment in broadband technology, while sixty-two (62) percent support incentives for public/private partnerships.

Broadband technology is a vital tool for economic success. It creates jobs and makes businesses more competitive and efficient. We must ensure the incentives remain in place for the private sector to continue its support in partnership with the public sector, to deliver ubiquitous broadband across the country and strive for an environment that encourages small businesses to thrive.

Sincerely,

A handwritten signature in blue ink that reads "Barbara Kasoff". The signature is written in a cursive, flowing style.

Barbara Kasoff, President
Women Impacting Public Policy